

File
FM Committee

FUND RAISING REPORT

The following brief report was completed after discussing the possibilities of an F.M. radio station with several University personnel. I would like at this time to thank Warren Gould, Associate Director of Development, for his time and beneficial suggestions.

Possible Private Support

1. Annual Giving Fund. I believe the President of the University decides upon disbursement of this fund raising campaign. As a possibility, the F.M. fund raising campaign could possibly be included in the annual giving fund. However, it would appear that this is not the time to approach administrative personnel with this request. Other planned projects and other goals are high on the priority list. Personally, I do not think that any administrative committee would be willing to divert such funds for an F.M. radio station when graduate houses, for one thing, are definitely needed on the campus.
2. Foundation Support. To date no word has been received from several institutions who were contacted some time ago regarding their Ford Foundation support.
3. Potential Individual Donors. The Development Office has absolutely no information on any alumnus who would be willing to contribute funds for an F.M. radio station. The potential individual donor source would probably be the best single source of revenue but we couldn't discover anyone interested at this time. Possibly further investigation in this area would be beneficial in the future.
4. It was made quite clear that the University definitely would have some reservations about a separate drive at this time.
5. Conclusion. While I dislike being negative and pessimistic concerning proposed plans for an F.M. station, it is sincerely felt that it would be difficult to propose and defend expenses ranging from \$20,000 to \$30,000 in the middle of the University's centennial fund raising campaign.

The big question to answer or to think about before any proposed action is taken is, "How is an F.M. radio station going to definitely help both the students and Lehigh University?"